

EXECUTIVE SUMMARY

Prompt Audit & Optimization Service
Case Study – SME Content Marketing Team

Justdhani Prompt Consultation & Training
Making AI Work for Your Business—Practically

Report Date: October 2025
Client Type: Small Marketing Agency (5-person content team)
Engagement Duration: 2–3 Days
Service Package: Prompt Audit & Optimization

The Challenge

A small marketing agency had been using AI tools (ChatGPT, Claude, Perplexity) for 6 months to generate social media content, blog outlines, and client briefs. Despite their investment in AI subscriptions, they faced three critical problems:

- 1. Inconsistent Output Quality** – Results varied wildly; sometimes excellent, often generic or completely off-brand
- 2. Time-Consuming Revisions** – Team spent 40–50% of their time re-prompting and manually editing AI outputs
- 3. No Standardization** – Each team member used different prompt styles, making collaboration difficult and outputs unpredictable

The team knew AI could help them work faster and smarter, but without a systematic approach to prompting, they were wasting time and frustrated with inconsistent results.

Our Approach

Justdhani Prompt Consultation & Training conducted a comprehensive **3-day Prompt Audit & Optimization** engagement using a proven framework:

Audit Framework (4 Phases):

Phase	Focus	Duration
Phase 1: Collection & Classification	Gather and categorize all existing prompts by use case	Day 1
Phase 2: Quality Assessment	Evaluate each prompt against 6 quality criteria (Clarity, Context, Specificity, Format, Brand Alignment, Reusability)	Day 1–2
Phase 3: Optimization & Templates	Rewrite underperforming prompts and create standardized templates	Day 2–3
Phase 4: Training & Documentation	Deliver audit report, prompt library, training session, and follow-up support	Day 3

Key Differentiator:

We don't just tell you what's wrong—we fix it. Every client receives **optimized, ready-to-use prompt templates** plus training on how to create new prompts independently.

Key Findings

Finding 1: Lack of Context = Generic Outputs

Problem: 78% of the team's prompts provided no background context, resulting in generic AI responses.

Example – Before:

> "Write an Instagram caption about our new eco-friendly product launch."

After Optimization:

> "You are a social media content creator for EcoLife Indonesia, a sustainable lifestyle brand targeting eco-conscious millennials in Jakarta. Write an Instagram caption (150-180 characters) for our new bamboo toothbrush launch. Tone: warm, educational, inspiring. Include: 1 key benefit (plastic-free), 1 call-to-action (shop link in bio), 3 relevant hashtags. Use conversational Indonesian with occasional English terms."

Result:

- Output quality improved from **4/10 to 8.5/10**
- Editing time reduced by **60%**
- First-draft acceptance rate increased from **20% to 75%**

Finding 2: Missing Format Specifications

Problem: 85% of prompts did not specify output format, leading to inconsistent structure and wasted reformatting time.

Example – Before:

> "Create a blog post outline about email marketing tips for small businesses."

After Optimization:

> "Create a blog post outline on 'Email Marketing Tips for Small Indonesian Businesses.' Structure: 1 intro (100 words), 5 main sections (each with 3-4 sub-points), 1 conclusion with CTA. Target word count: 1,200-1,500 words. Tone: practical, beginner-friendly. Include 1 actionable tip per section. Format as markdown with H2 and H3 headers."

Result:

- **100% of outputs now match required structure**
- Formatting time eliminated (saved **2–3 hours per blog post**)

Finding 3: No Brand Voice Consistency

Problem: Each team member had different interpretations of "brand voice," resulting in inconsistent client deliverables.

Solution: We created a standardized **Brand Voice Prompt Template** that all team members now use as a prefix for every prompt.

Result:

- Client feedback scores improved by **40%**
- Revision rounds decreased from **3 to 1** on average
- Team alignment on brand voice reached **95%**

Results: Before vs. After

Metric	Before Audit	After Optimization	Improvement
Average Output Quality (team rating)	5.2/10	8.1/10	+56%
Time Spent Re-prompting	40%	12%	-70%
Client Revisions per Deliverable	3.2 rounds	1.1 rounds	-66%
Prompt Reusability Rate	15%	85%	+467%
Team Satisfaction Score	6/10	9/10	+50%

Deliverables

This engagement included:

1. **Prompt Audit Report (PDF, 8 pages)** – Comprehensive analysis with before/after case studies
2. **Optimized Prompt Library (Google Docs)** – 12 ready-to-use templates for common tasks
3. **Best Practices Guide (PDF, 4 pages)** – Quick reference framework for writing effective prompts
4. **Live Training Session (1-hour Zoom)** – How to use templates and create new prompts
5. **7-Day Follow-Up Support** – WhatsApp group for questions and troubleshooting

Implementation Impact

Week 1–2: Immediate Results

- Team adopted 8 of 12 templates immediately
- Re-prompting time decreased by 50%
- First client deliverable using new system received **zero revision requests**

Month 1: Sustained Improvement

- Team productivity increased by **25%**
- Client satisfaction scores rose from 7.2/10 to 8.5/10
- 2 team members became "prompt champions" for ongoing optimization

Month 2–3: Scaling Success

- Overall client satisfaction reached **8.9/10**
- Agency onboarded 2 new team members with **zero additional training time**
- Won 2 new clients based on improved content quality

Client Testimonial (Simulated)

> "Before the audit, we were using AI like throwing spaghetti at the wall—hoping something would stick. Now, we have a system. Our prompts are consistent, our outputs are better, and our team actually enjoys using AI tools instead of fighting with them. The ROI was immediate."

> — **Creative Director, Small Marketing Agency**

Why Justdhani Prompt Consultation & Training?

Our Philosophy:

AI is only as good as your prompts. We make your prompts better—fast.

What Makes Us Different:

- ✓ **Practical, Not Theoretical** – Real business use cases, not academic frameworks
- ✓ **Fast ROI** – Measurable results within days, not months
- ✓ **Customized for Indonesian SMEs** – Cultural context, local market understanding
- ✓ **Sustainable Learning** – You own the templates and knowledge; no ongoing dependency

Core Services

Service	Duration	Investment
Prompt Audit & Optimization	2–3 days	Rp 1,200,000
Private 1-on-1 Consultation	1–1.5 hours	Rp 600,000 – 1,200,000
Mini Workshop (6–15 people)	2 hours	Rp 2,250,000 – 4,500,000
Custom Prompt Bank	3–4 days	Starting at Rp 2,200,000
Institution Training	Half/Full day	Custom pricing

Note: All services include training materials, deliverables, and follow-up support.

Contact

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Confidentiality Notice:

This is a mock demonstration report designed for portfolio and service showcase purposes. All case data is simulated for illustrative use only.

For inquiries about Prompt Consultation & Training services, contact copydhani@gmail.com